

**IN THE CLAIMS:**

1    1.    A method of multi-stage creation of Rich Media Content, comprising the steps of:  
2        a)    accessing the Rich Media assets using a processor as an authoring tool to create a  
3        Multimedia Vehicle Repository (MVR) file of selected stored Rich Media assets in a text based  
4        format;  
5        b)    creating a template for structuring Rich Media Content; and  
6        c)    combining the template and the Rich Media Content description file in the  
7        processor to create a MVR file executable on a multimedia player.

1    2.    The method of Claim 1 further comprising the step of:  
2        d)    injecting other content into the Rich Media Content description file by another  
3        user.

1    3.    The method of Claim 1 further comprising the step of:  
2        e)    creating an XML based MVR file.

1    4.    The method of Claim 1 further comprising the step of:  
2        f)    using a textual editor to create an MVR-XML file.

1    5.    The method of Claim 1 further comprising the step of:  
2        g)    using an MVR-XML file as a data interchange among other Rich Media Content  
3        creation applications.

1 6. The method of Claim 1 further comprising the step of:  
2       h) managing the creation of the template and Rich Media Content description file in  
3 stages by different users.

1 7. The method of Claim 1 further comprising the step of:  
2       i) operating the processor in a batch mode to combine the template and the Rich  
3 Media Content description file into a Multimedia Vehicle Repository (MVR) file executable on a  
4 multimedia player.

1 8. The method of Claim 1 wherein the processor runs in a batch mode for combining the  
2 template and the Rich Media Content description file.

1 9. The method of Claim 1 wherein the Rich Media Content description file is created in  
2 stages by different users injecting content into the template.

1 10. The method of Claim 1 wherein the MVR file is a Rich Media container in a binary  
2 format.

1 11. A system for multi-stage creation of editable Rich Media content executable on a  
2 multimedia player, comprising:  
3       a) processor means for accessing selected Rich Media and creating a multimedia  
4 repository file of the selected Rich Media content in an text based format;

5           b)    means for creating and storing a template for assembling the Rich Media content;  
6    and  
7           c)    processor means for combining the template and the description file into a  
8    multimedia repository file executable on a multimedia player.

1   12.   The system of Claim 11 further comprising:  
2           d)    means managing the creation of the template and Rich Media Content description  
3   file in stages by different users.

1   13.   The system of Claim 11 further comprising:  
2           e)    means operating the processor in a batch mode to combine the template and the  
3   Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file  
4   executable on a multimedia player.

1   14.   A program medium executable in a computer system for multi-stage creation of Rich  
2   Media Content, comprising:  
3           a)    program code in a medium for accessing the Rich Media assets using a processor  
4   as an authoring tool to create a Multimedia Vehicle Repository (MVR) file of selected stored  
5   Rich Media assets in an text based format;  
6           b)    program code in a medium for creating a template for structuring Rich Media  
7   Content; and

8           c)     program code in a medium for combining the template and the Rich Media  
9     Content description file in the processor to create an MVR file executable on a multimedia  
10   player; and  
11           d)     injecting other content into the Rich Media Content description file by another  
12   user.

1   15.    The medium of Claim 14 further comprising:  
2           e)     program code creating an XML based MVR file.

1   16.    The medium of Claim 14 further comprising:  
2           f)     program code creating an MVR-XML file using a textual editor.

1   17.    The medium of Claim 14 further comprising:  
2           g)     program code using an MVR-XML file as a data interchange among other Rich  
3     Media Content creation applications.

1   18.    The medium of Claim 14 further comprising:  
2           h)     program code managing the creation of the template and Rich Media Content  
3     description file in stages by different users.

1   19.    The medium of Claim 14 further comprising:

2           i)       program code operating the processor in a batch mode to combine the template  
3       and the Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file  
4       executable on a multimedia player.

1   20.   The medium of Claim 14 further comprising:  
2           j)       program code running the processor in a batch mode for combining the template  
3       and the Rich Media Content description file.

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